

University of Ruhuna - Faculty of Technology
Bachelor of Information & Communication Technology Honors Degree
Level 2 (Semester 2) Examination November/December 2023
Academic Year 2021/2022

Course Unit: ICT2242, Management Information Systems

Time Allowed: 02 hours

This question paper contains **04 pages** including the instruction page

IMPORTANT INSTRUCTIONS:

1. The medium of this examination is **English**.
2. This is a **Closed Book** examination.
3. This Examination consists of **four (04)** questions that are given equal marks.
4. You must **answer all four (04) questions** in this examination.

1. "*Fine Clothes*" is a leading clothing company established in Sri Lanka. They have customized designs for both men and women. Currently, they have 3 branches in Colombo, Kandy and down south. But Top management has decided to promote and expand their business online while maintaining physical three branches. To expand their online business, they have decided to establish an information system to control business functions in a digitalized manner.

a. List down **three (03)** activities of the Information System.

[06 Marks]

b. Briefly describe how Information System helps to transform business using **three (03)** key points related to the "*Fine Clothes*".

[15 Marks]

c. Briefly describe **two (02)** contemporary approaches to Information System.

[20 Marks]

d.

i. Briefly describe **two (02)** business processes that can be identified in "*Fine Clothes*".

[10 Marks]

ii. Management team decided to establish a CRM (Customer Relationship Management) System in "*Fine Clothes*". List down **three (03)** key points needed to build long lasting, strong relationships with customers and briefly describe **one (01)** of them.

[15 Marks]

iii. List down **three (03)** capabilities of a social CRM.

[12 Marks]

iv. Briefly describe the business value of the CRM system of "*Fine Clothes*" using **two (02)** key points.

[22 Marks]

2.

a. Define a Transaction Processing System (TPS) and explain the role of a TPS in organizational information systems.

[15 marks]

b. Briefly describe a Knowledge Management System using **two (02)** key points.

[10 Marks]

- c. Explain the importance of E-government using a real-world example. [20 Marks]
- d.
- i. List down **four (04)** reasons why collaboration and teamwork are important within organizations. [10 Marks]
 - ii. What is social business? [10 Marks]
 - iii. List down **four (04)** applications of social business and briefly describe **two (02)** of them. [20 Marks]
 - iv. Briefly explain **three (03)** business benefits of collaboration and social business. [15 Marks]
3. LOLC Finance is the largest non-banking financial institution in Sri Lanka, with simple fundamentals, that provides responsible financial services to Sri Lankans while enabling economic progress. LOLC finance maintains number of branches around the country to facilitate their customers. They have their own rules and procedures to function their business operations around the country.
- a. List down **four (04)** features of an organization. [08 Marks]
 - b. "According to the behavioral definition on organizations, LOLC finance is a formal organization". Do you agree with this statement? Justify your answer using **two (02)** key points. [12 Marks]
 - c. LOLC Finance decided to implement a new information system to overcome some issues they are currently facing. Briefly explain **three (03)** implications design and understanding of information system for LOLC Finance. [15 Marks]
 - d.
 - i. List down Porters' five forces. [15 Marks]
 - ii. Discuss the strategies that LOLC can employ to mitigate the threat of substitutes. [20 Marks]

- iii. Briefly describe what “Low-cost leadership” is and how LOLC can use it for their business growth.

[30 Marks]

4.

a.

- i. Explain the Enterprise Resource Planning (ERP) System.

[10 Marks]

- ii. List down **five (05)** major functional areas of an ERP System.

[10 Marks]

- iii. Briefly describe **two (02)** disadvantages of ERP Systems.

[10 Marks]

b.

- i. List down **three (03)** characteristics of an Enterprise System.

[06 Marks]

- ii. Differentiate “Upstream Supply chain” and “Downstream Supply chain”.

[10 Marks]

- iii. Briefly describe “Push based model” in supply chain management.

[10 Marks]

c.

- i. List down **four (04)** unique features of E-commerce.

[08 Marks]

- ii. Briefly describe how “*Digital Markets*” contribute to the following using an example.

[20 Marks]

- Reduce information asymmetry
- Enable dynamic pricing

d.

- i. List down **three (03)** key decision making groups in an organization.

[06 Marks]

- ii. Briefly describe **four (04)** stages of the decision-making process.

[10 Marks]

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